

## Introduction to the STEEPVL analysis of the New Silk Road initiative

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**Abstract:** The Chinese New Silk Road (NSR) initiative seems to be the greatest logistics endeavor of our times. It encompasses the rail and sea connection between Asia with Europe. Successfully implemented, the initiative will significantly change the transportation of goods on the route China–Europe, Europe–China. It will boost infrastructure investments and create many new political, economic and social relations. Therefore, the analysis of the possibilities of NSR development is of a great interest of those engaged in Euro–Asian markets and all the countries on the route.

The primary aim of the study is to determine the factors influencing the development of the rail part of the NSR. The methodology of the paper includes a desk research about the NSR potential and identification of STEEPVL analysis factors shaping the NSR. The STEEPVL analysis is a method of strategic management. The factors are grouped into seven dimensions: social, technological, economic, ecological, and political, and related to values and legal aspects. They constitute factors that can either enhance, accelerate or hamper the success of the NSR. The outcomes of the study comprise the introduction to the complete STEEPVL analysis.

**Keywords:** New Silk Road; STEEPVL analysis; supply chains; transport corridor.

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